

Gender interpretation of the image of a man in a runet

Bochina T., Miftachova A.

Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

In this article the original technique of determination of gender specifics interpretation of the image of a{cyrillic} man in modern language consciousness is described. As a result of comparison of texts of messages at specialized female and man's forums the image of the man in female and man's language consciousness was reconstructed, gender symmetry/asymmetry in interpretations of an image of the man, the common and peculiar features in nominating of persons man's both on paradigmatic, and on syntagmatic levels is revealed, the gender stereotypes existing in the Network are characterized, ideas of the modern language personality are expanded.

Keywords

Forum, Gender, Internet-discourse, The image of a man